

Elevator Speech

- Definition: Crisp Executive Summary
 - Three elements (short, memorable, and tailored to audience)
 - Short: literally the amount of time in an elevator ride (30 sec or less)
 - Memorable: Start with a number (there are 3 things....)
 - Tailored: Why does it matter to the listener!
 - Tribal , State, Federal (one speech for each)

Elevator Speech Activity

- Goal of the Elevator Speech:
 - "We want you to attend the Tribal Water Summit".
- What is the Tribal Water Summit?
 - "A meeting of Tribal State and Federal leaders to discuss Water in California"
- When will it occur?
 - April 24-25, 2013
- Why is it important?
 - What do we hope to accomplish (1-2 things)
- We want you to attend!

Elevator Speech

- •**Tribes:** Why does the want to participate?
- •State Agencies: Why do you want to participate?
- Federal Agencies: Why do you want to participate?